

ORDER



Orders
Order / Rev: 498155
Alt Order #:
Product Desc: Launch Week
Estimate:
Flight Dates: 10/11/12 - 10/17/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: GENERAL

CBS5

Primary AE: House KPHO Local House KPHO Local
Sales Office: KPHO
Sales Region: Local

Agency Name: Riester
Buying Contact: Anna Garza
Billing Contact:
 802 North 3rd Avenue
 Phoenix, AZ 85003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: PROP 121
Demographic: A25-54
Product Codes: Political-Issues
Priority: IMP
Revenue Codes: POL, PLI, POL LPL

New Business Thru: 10/05/13
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/17/12	36	\$14,825.00	\$12,601.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$14,825.00	\$12,601.25	0.00
Totals	36	\$14,825.00	\$12,601.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KF			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPHO	10/11/12	10/11/12	M-Th, Su 430-5a CBS 5 NEWS @ 4:30A	CM	M-Th, Su 430a-459T---	:30	2	\$85.00	IMP	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	---T---		2		\$85.00		0.00				
2	KPHO	10/14/12	10/16/12	M-Th, Su 430-5a CBS 5 NEWS @ 4:30A	CM	M-Th, Su 430a-459MT----	:30	3	\$85.00	IMP	0.00	NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1		\$85.00		0.00				
		Week: 10/15/12	10/21/12	MT-----		2		\$85.00		0.00				
3	KPHO	10/13/12	10/13/12	Sat 5a-7a Sat 5a-7a	CM	Sat AM -----S-	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1		\$150.00		0.00				
4	KPHO	10/12/12	10/12/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a ----F--	:30	2	\$250.00	IMP	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	----F--		2		\$250.00		0.00				
5	KPHO	10/15/12	10/17/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a MTW----	:30	3	\$250.00	IMP	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	MTW----		3		\$250.00		0.00				
6	KPHO	10/12/12	10/12/12	M-F 530-6am M-F 530-6a	CM	M-F 530-6a ----F--	:30	2	\$400.00	IMP	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 498155
 Alt Order #:
 Flight Dates: 10/11/12 - 10/17/12

Advertiser: PROP 121
 Product Desc: Launch Week
 Estimate:

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPHO	10/12/12	10/12/12	M-F 530-6am M-F 530-6a	CM	M-F 530-6a ----F--	:30	2	\$400.00	IMP	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		2		\$400.00			0.00			
7	KPHO	10/15/12	10/17/12	M-F 530-6am M-F 530-6a	CM	M-F 530-6a MTW----	:30	3	\$400.00	IMP	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----		3		\$400.00			0.00			
8	KPHO	10/12/12	10/12/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p ----F--	:30	2	\$300.00	IMP	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		2		\$300.00			0.00			
9	KPHO	10/15/12	10/17/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p MTW----	:30	3	\$300.00	IMP	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----		3		\$300.00			0.00			
10	KPHO	10/12/12	10/12/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a ----F--	:30	2	\$250.00	IMP	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		2		\$250.00			0.00			
11	KPHO	10/15/12	10/17/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a MTW----	:30	3	\$250.00	IMP	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----		3		\$250.00			0.00			
12	KPHO	10/11/12	10/12/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p ---TF--	:30	2	\$850.00	IMP	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2		\$850.00			0.00			
13	KPHO	10/15/12	10/17/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p MTW----	:30	3	\$850.00	IMP	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----		3		\$850.00			0.00			
14	KPHO	10/11/12	10/12/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News ---TF--	:30	2	\$800.00	IMP	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2		\$800.00			0.00			
15	KPHO	10/15/12	10/17/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News MTW----	:30	3	\$800.00	IMP	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----		3		\$800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KPHO	10/15/12-10/21/12		M-F 530p News		M-F 530p News		MTW-----	:30	\$800.00	0.00	NM		
2	KPHO	10/15/12-10/21/12		M-F 530p News		M-F 530p News		MTW-----	:30	\$800.00	0.00	NM		
3	KPHO	10/15/12-10/21/12		M-F 530p News		M-F 530p News		MTW-----	:30	\$800.00	0.00	NM		

*Tax 1 Note: Tax 0.5%

Totals 36 \$14,825.00

ORDER



Orders
Order / Rev: 499350
Alt Order #:
Product Desc: 10/19-10/25-Week 2
Estimate:
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: GENERAL

CBS5

Primary AE: House KPHO Local House KPHO Local
Sales Office: KPHO
Sales Region: Local

Agency
Name: Riester
Buying Contact: Anna Garza
Billing Contact:
 802 North 3rd Avenue
 Phoenix, AZ 85003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: PROP 121
Demographic: A25-54
Product Codes: Political-Issues
Priority: IMP
Revenue Codes: POL, PLI, POL LPL

New Business Thru: 10/05/13
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	15	\$14,800.00	\$12,580.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$14,800.00	\$12,580.00	0.00
Totals	15	\$14,800.00	\$12,580.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House Kf			Start Of Order - End Of Order	100%

Order Share	Share	Total
CBS5	24%	\$14,800.00
Market	100%	\$61,666.67

Competitive Share	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPNX	14%	\$8,633.33
KPPX	0%	\$0.00
KSAZ	30%	\$18,500.00
KTFL	0%	\$0.00
KTVK	32%	\$19,733.33
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00

Order / Rev: 499350
 Alt Order #:
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: PROP 121
 Product Desc: 10/19-10/25-Week 2
 Estimate:

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/19/12	10/19/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p ----F--	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--				1	\$500.00		0.00			
N 2	KPHO	10/22/12	10/25/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p MTWT---	:30	2	\$500.00	IMP	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---				2	\$500.00		0.00			
N 3	KPHO	10/19/12	10/19/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a ----F--	:30	1	\$400.00	IMP	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--				1	\$400.00		0.00			
N 4	KPHO	10/22/12	10/25/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a MTWT---	:30	3	\$400.00	IMP	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---				3	\$400.00		0.00			
N 5	KPHO	10/19/12	10/19/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p ----F--	:30	2	\$1,500.00	IMP	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--				2	\$1,500.00		0.00			
N 6	KPHO	10/22/12	10/24/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p MTW----	:30	3	\$1,500.00	IMP	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----				3	\$1,500.00		0.00			
N 7	KPHO	10/19/12	10/19/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News ----F--	:30	1	\$1,400.00	IMP	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--				1	\$1,400.00		0.00			
N 8	KPHO	10/22/12	10/24/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News MTW----	:30	2	\$1,400.00	IMP	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----				2	\$1,400.00		0.00			
												Totals	15	\$14,800.00

*Tax 1 Note: Tax 0.5%

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Joe Yuhas
do hereby request station time concerning the following issue:

Top Two Primary

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Open Government Committee Supporting Prop 121

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Open Government Committee Supporting Prop 121

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/8/12

Date



Signature

602-462-2200

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.